

Building a sales website based on ASP.NET MVC technology

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Abstract: In the context of increasing online shopping demand, this topic focuses on building a management and sales system through a website. The goal is to develop an e-commerce application that meets the requirements of small and medium-sized enterprises. The research method combines web engineering theory with practical system implementation on the ASP.NET MVC platform. The expected result is to create an effective, cost-saving solution for online sales.

Keywords: E-commerce website, ASP.NET MVC, electronic commerce, product management, small and medium enterprises